

WHAT IS CLAIMED IS:

1. A shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop: wherein

shop terminal; and

                  said respective advertisement panel devices  
comprise

                  an advertisement display unit for displaying an  
30          advertisement according to the image information sent  
                  from the advertisement panel control terminal.

2.      A shop information advertisement panel system as  
set forth in Claim 1, wherein

                  said shop terminal comprising  
                  an advertisement information update requesting  
5          unit for requesting the advertisement panel control  
                  terminal to update the advertisement information  
                  corresponding to the shop terminal itself, which is  
                  registered in the advertisement panel control terminal,  
                  through the communication network; and

10          said advertisement panel control terminal  
                  comprising

                  an advertisement information registering unit of  
                  adding control information to the advertisement  
                  information requested to be registered by the shop  
15          terminal, so to register the both information therein,  
                  and

                  an advertisement information updating unit for  
                  updating the advertisement information corresponding to  
                  the shop terminal having made an update request, of the  
20          advertisement information registered in an advertisement

information storing unit, according to the update request of the advertisement information from the shop terminal.

3. A shop information advertisement panel system as set forth in Claim 1, wherein

said shop terminal sends the advertisement information including the image information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information therein,

said advertisement panel control terminal  
    adds the control information including the  
information of the advertisement panel device  
corresponding to the shop terminal to the advertisement  
information sent from the shop terminal, so to register  
the both information for every shop terminal into said  
advertisement information registering unit.

15

4. A shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop: wherein

10                   said respective shop terminals comprising  
                  an advertisement information registration  
                  requesting unit for requesting the advertisement panel  
                  control terminal to register advertisement information  
                  including image information expressing an advertisement  
                  image to be displayed on the advertisement panel device  
15                   corresponding to its own shop terminal and detailed  
                  information on the shop where this shop terminal is  
                  provided, through the communication network;

                  said advertisement panel control terminal  
                  comprising

20                   an advertisement information controlling unit for  
                  registering and controlling the advertisement  
                  information for every shop terminal, based on the  
                  registration request of the advertisement information  
                  from the shop terminal, and sending the image  
                  information to the advertisement panel device  
                  corresponding to the shop terminal, and

                  a detailed information referring unit for, when  
                  the advertisement panel device makes a reference request  
                  of the detailed information, sending the detailed  
                  information corresponding to the advertisement panel  
                  device making the reference request of the detailed  
                  information, of the registered advertisement information,  
                  to the advertisement panel device making the reference  
                  request; and

35                   said respective advertisement panel devices

comprising

an advertisement display unit for displaying an advertisement according to the image information sent from the advertisement panel control terminal, and

40 a sending/receiving unit for portable unit for, upon receipt of a reference request of the detailed information from an information portable unit, issuing the reference request of the detailed information to the advertisement panel control terminal and sending the detailed information sent from the advertisement panel control terminal to said information portable unit,

45 said information portable unit including a detailed information requesting unit for sending the reference request of the detailed information to the advertisement panel device according to a user's instruction, and displaying the received detailed information.

5. A shop information advertisement panel system as set forth in Claim 4, wherein

5 said shop terminal comprising an advertisement information update requesting unit for requesting the advertisement panel control terminal to update the advertisement information corresponding to the shop terminal itself, which is registered in the advertisement panel control terminal, through the communication network; and

PCT/JP2008/051326

10                   said advertisement panel control terminal  
comprising

an advertisement information registering unit of  
adding control information to the advertisement  
information requested to be registered by the shop  
15                   terminal so to register the both information therein,  
and

20                   an advertisement information updating unit for  
updating the advertisement information corresponding to  
the shop terminal having made an update request, of the  
advertisement information registered in an advertisement  
information storing unit, according to the update  
request of the advertisement information from the shop  
terminal.

6.                 A shop information advertisement panel system as  
set forth in Claim 4, wherein

5                   said shop terminal sends the advertisement  
information including the image information and detailed  
information on the shop to the advertisement panel  
control terminal, so to request the same terminal to  
register the same information therein,

10                  said advertisement panel control terminal  
adds the control information including the  
information of the advertisement panel device  
corresponding to the shop terminal, to the advertisement  
information sent from the shop terminal, so to register

the both information for every shop terminal into said advertisement information registering unit.

15

7. A shop information advertisement panel system as set forth in Claim 4, wherein

    said detailed information consists of a plurality of items,

5

    said detailed information referring unit sends an item list of the detailed information corresponding to the advertisement panel device, of the registered detailed information, to the advertisement panel device having made a reference request when the reference request of the detailed information was made by the same advertisement panel device, and sends the content of an item corresponding to an item name to the advertisement panel device when the item name of the item list was notified by the same advertisement panel device, and

15

    said sending/receiving unit for portable unit issues a reference request of the detailed information to the advertisement panel control terminal, sends an item list to said information portable unit, upon receipt of the item list of the detailed information from the advertisement panel control terminal, notifies an item name to said detailed information referring unit, upon receipt of the item name from said information portable unit, and sends the

25 content of an item sent from said detailed information referring unit to said information portable unit.

8. A shop information advertisement panel system as set forth in Claim 7, wherein

5 said detailed information requesting unit of said information portable unit sends a reference request of the detailed information to the advertisement panel device according to a user's instruction, displays an item list upon receipt of the item list of the detailed information, sends an item name of an item specified by a user to the advertisement panel device, and receives 10 and displays the content of the item sent from the advertisement panel device.

9. A shop information advertisement panel system as set forth in Claim 7, wherein

5 said advertisement panel control terminal comprises an access history storing unit for storing an access history indicating access state of each item of the registered detailed information, and

10 said detailed information referring unit updates the access history stored in said access history storing unit based on an item name notified from the advertisement panel device.

10. A shop information advertisement panel system as

PROVISIONAL PRIORITY CLAIM

set forth in Claim 7, wherein

information indicating reservation state,

5           said information portable unit comprises a reservation requesting unit for sending reservation requesting information to the advertisement panel device,

10           said sending/receiving unit for portable unit sends the reservation requesting information to the advertisement panel control terminal, upon receipt of the reservation requesting information,

15           said advertisement panel control terminal comprises a reservation request sending/receiving unit for sending the reservation requesting information sent from said sending/receiving unit for portable unit to the shop terminal corresponding to the advertisement panel device, and

20           said shop terminal comprises a reservation controlling unit for controlling the reservation information indicating the reservation state and updating the reservation information based on the received reservation requesting information.

11.        A shop information advertisement method in a shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop

TOP SECRET//SI//FOUO

terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop, comprising the following steps of:

10                   in said respective shop terminals,  
                         requesting the advertisement panel control terminal to register advertisement information including image information expressing an advertisement image to be displayed on the advertisement panel device

15                   corresponding to its own shop terminal, through the communication network;

                         in said advertisement panel control terminal,  
                         registering and controlling the advertisement information for every shop terminal, based on the registration request of the advertisement information from the shop terminal, and sending the image information of the advertisement information to the advertisement panel device corresponding to the above shop terminal; and

20                   in said respective advertisement panel devices,  
                         displaying an advertisement according to the image information sent from the advertisement panel control terminal.

12.                A shop information advertisement method in a shop information advertisement panel system as set forth in Claim 11, comprising the following steps of:

SEARCHED  
INDEXED  
SERIALIZED  
FILED

in said shop terminal,

5 requesting the advertisement panel control terminal to update the advertisement information corresponding to the shop terminal itself, which is registered in the advertisement panel control terminal, through the communication network; and

10 in said advertisement panel control terminal, adding control information to the advertisement information requested to be registered by the shop terminal, so to register the both information therein, and

15 updating the advertisement information corresponding to the shop terminal having made an update request, of the registered advertisement information, according to the update request of the advertisement information from the shop terminal.

20 13. A shop information advertisement method in a shop information advertisement panel system as set forth in Claim 11, comprising the following steps of:

5 in said shop terminal, sending the advertisement information including the image information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information therein; and

10 in said advertisement panel control terminal adding the control information including the

PCT/EP2008/000345

information of the advertisement panel device  
corresponding to the shop terminal to the advertisement  
information sent from the shop terminal, so to register  
the both information for every shop terminal into said  
15 advertisement information registering unit.

14. A shop information advertisement method in a shop  
information advertisement panel system having a  
plurality of shop terminals provided in a shop, an  
advertisement panel control terminal for controlling an  
5 advertisement panel, connected with the respective shop  
terminals through a communication network, and a  
plurality of advertisement panel devices provided for  
every shop terminal for displaying an advertisement of  
the shop, comprising the following steps of:  
10           in said respective shop terminals,  
             requesting the advertisement panel control  
terminal to register advertisement information including  
image information expressing an advertisement image to  
be displayed on the advertisement panel device  
15           corresponding to its own shop terminal and detailed  
information on the shop where this shop terminal is  
provided, through the communication network;  
             in said advertisement panel control,  
             registering and controlling the advertisement  
20           information for every shop terminal, based on the  
registration request of the advertisement information

PENTAX ORIGINAL

from the shop terminal, and sending the image information to the advertisement panel device corresponding to the shop terminal, and

25           when said advertisement panel device makes a reference request of the detailed information, sending the detailed information corresponding to the advertisement panel device having made the reference request to the detailed information, of the registered advertisement information, to the advertisement panel device having made the reference request; and

30           35           in said respective advertisement panel devices, displaying an advertisement according to the image information sent from the advertisement panel control terminal, and

40           upon receipt of a reference request of the detailed information from an information portable unit, issuing the reference request of the detailed information to the advertisement panel control terminal and sending the detailed information sent from the advertisement panel control terminal to said information portable unit.

15.       A shop information advertisement method in a shop information advertisement panel system as set forth in Claim 14, comprising the following steps of:

5           in said shop terminal,  
         requesting the advertisement panel control

terminal to update the advertisement information corresponding to the shop terminal itself, which is registered in the advertisement panel control terminal, through the communication network; and

16. A shop information advertisement method in a shop information advertisement panel system as set forth in Claim 14, comprising the following steps of:

5 in said shop terminal, sending the advertisement information including the image information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information; and

10 in said advertisement panel control terminal,  
adding the control information including the  
information of the advertisement panel device  
corresponding to the shop terminal, to the advertisement  
information sent from the shop terminal, so to register

卷之三

15 the both information for every shop terminal into said  
advertisement information registering unit.

17. A shop information advertisement method in a shop  
information advertisement panel system as set forth in  
Claim 14, in which:

5 said detailed information consists of a plurality  
of items,

10 said advertisement panel control terminal  
sends an item list of the detailed information  
corresponding to the advertisement panel device, of the  
registered detailed information, to the advertisement  
panel device having made a reference request when the  
reference request of the detailed information was made  
by the same advertisement panel device, and sends the  
content of an item corresponding to an item name to the  
advertisement panel device when the item name of the  
15 item list was notified by the same advertisement panel  
device, and

20 said advertisement panel device  
issues a reference request of the detailed  
information to the advertisement panel control terminal,  
sends an item list to said information portable unit,  
upon receipt of the item list of the detailed  
information from the advertisement panel control  
terminal, notifies an item name to the advertisement  
panel control terminal, upon receipt of the item name

TOP SECRET - DEFENSE

25 from said information portable unit, and sends the content of an item sent from the advertisement panel control terminal.

18. A shop information advertisement method in a shop information advertisement panel system as set forth in Claim 17, in which

5 said information portable unit sends a reference request of the detailed information to the advertisement panel device, according to a user's instruction, displays an item list upon receipt of the item list of the detailed information, sends an item name of an item specified by a user to the advertisement panel device, 10 and receives and displays the content of the item sent from the advertisement panel device.

19. A shop information advertisement method in a shop information advertisement panel system as set forth in Claim 17, in which

5 said advertisement panel control terminal stores an access history indicating access state of each item of the registered detailed information, and updates the access history stored based on an item name notified from the advertisement panel device.

20. A shop information advertisement method in a shop information advertisement panel system as set forth in

Claim 17, in which

5           said detailed information includes reservation information indicating reservation state,

          said information portable unit sends reservation requesting information to the advertisement panel device,

10           said advertisement panel device sends the reservation requesting information to the advertisement panel control terminal, upon receipt of the reservation requesting information,

15           said advertisement panel control terminal sends the reservation requesting information sent from the advertisement panel device to the shop terminal corresponding to the advertisement panel device, and

          said shop terminal controls the reservation information indicating the reservation state and updates the reservation information based on the received reservation requesting information.

20

21.        A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system having a plurality of shop terminals provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of

10        the shop:

          said program of the respective shop terminals  
          requesting the advertisement panel control  
terminal to register advertisement information including  
image information expressing an advertisement image to  
15        be displayed on the advertisement panel device  
corresponding to its own shop terminal, through the  
communication network;

          said program of the advertisement panel control  
terminal

20        registering and controlling the advertisement  
information for every shop terminal, based on the  
registration request of the advertisement information  
from the shop terminal, and sending the image  
information of the advertisement information to the  
25        advertisement panel device corresponding to the above  
shop terminal; and

          said program of the respective advertisement  
panel devices

30        displaying an advertisement according to the  
image information sent from the advertisement panel  
control terminal.

22.        A computer readable memory storing a program for  
controlling a shop information advertisement in a shop  
information advertisement panel system as set forth in  
Claim 21:

DOCUMENT EVIDENCE

5                   said program of the shop terminal  
                  requesting the advertisement panel control  
terminal to update the advertisement information  
corresponding to the shop terminal itself, which is  
registered in the advertisement panel control terminal,

10 through the communication network; and

said program of the advertisement panel control  
terminal

adding control information to the advertisement information requested to be registered by the shop terminal, so to register the both information, and

updating the advertisement information

corresponding to the shop terminal having made an update request, of the registered advertisement information, according to the update request of the advertisement information from the shop terminal.

20 information from the shop terminal.

23. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in

5                   said program of the shop terminal sending the  
advertisement information including the image  
information and detailed information on the shop to the  
advertisement panel control terminal so to request the  
same terminal to register the same information; and

10 said program of the advertisement panel control

terminal

15 adding the control information including the information of the advertisement panel device corresponding to the shop terminal to the advertisement information sent from the shop terminal, so to register the both information for every shop terminal into said advertisement information registering unit.

24. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system having a plurality of shop terminals provided in a shop, an 5 advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of 10 the shop:

15 said program of the respective shop terminals requesting the advertisement panel control terminal to register advertisement information including image information expressing an advertisement image to be displayed on the advertisement panel device corresponding to its own shop terminal and detailed information on the shop where this shop terminal is provided, through the communication network;

20 said program of the advertisement panel control

TELETYPE RECORDING

20 terminal

registering and controlling the advertisement information for every shop terminal, based on the registration request of the advertisement information from the shop terminal, and sending the image information to the advertisement panel device corresponding to the shop terminal, and

25

when said advertisement panel device makes a reference request of the detailed information, sending the detailed information corresponding to the advertisement panel device having made the reference request of the detailed information, of the registered advertisement information, to the advertisement panel device having made the reference request; and

30

35 said program of the respective advertisement panel devices

displaying an advertisement according to the image information sent from the advertisement panel control terminal, and

upon receipt of a reference request of the 40 detailed information from an information portable unit, issuing the reference request of the detailed information to the advertisement panel control terminal and sending the detailed information sent from the advertisement panel control terminal to said information portable unit.

45

25. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 24:

5                   said program of the shop terminal requesting the advertisement panel control terminal to update the advertisement information corresponding to the shop terminal itself, which is registered in the advertisement panel control terminal, 10 through the communication network; and

10                said program of the advertisement panel control terminal

15                adding control information to the advertisement information requested to be registered by the shop terminal so to register the both information, and

15                20                updating the advertisement information corresponding to the shop terminal having made an update request, of the registered advertisement information, according to the update request of the advertisement information from the shop terminal.

26. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 24:

5                   said program of the shop terminal sending the advertisement information including the image

information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information; and

10                   said program of the advertisement panel control terminal

                      adding the control information including the information of the advertisement panel device corresponding to the shop terminal to the advertisement 15 information sent from the shop terminal, so to register the both information for every shop terminal into said advertisement information registering unit.

27.                A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 24:

5                    said detailed information consisting of a plurality of items;

                      said program of the advertisement panel control terminal

                      sending an item list of the detailed information 10 corresponding to the advertisement panel device, of the registered detailed information, to the advertisement panel device having made a reference request when the reference request of the detailed information was made by the same advertisement panel device, and sending the 15 content of an item corresponding to an item name to the

RECORDED - 100% - 00000000000000000000000000000000

advertisement panel device when the item name of the item list was notified by the same advertisement panel device; and

          said program of the advertisement panel device

20          issuing a reference request of the detailed information to the advertisement panel control terminal, sending an item list to said information portable unit, upon receipt of the item list of the detailed information from the advertisement panel control terminal, notifying an item name to the advertisement panel control terminal, upon receipt of the item name from said information portable unit, and sending the content of an item sent from the advertisement panel control terminal.

30          28. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim 27:

5          said program of said information portable unit sending a reference request of the detailed information to the advertisement panel device, according to a user's instruction, displaying an item list upon receipt of the item list of the detailed information, sending an item name of an item specified by a user to the advertisement panel device, and receiving and displaying the content of the item sent from the advertisement panel device.

29. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in  
Claim 27:

5                   said program of the advertisement panel control terminal

                  storing an access history indicating access state of each item of the registered detailed information, and

10                  updating the access history stored based on an item name notified from the advertisement panel device.

30. A computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in  
Claim 27:

5                   said detailed information including reservation information indicating reservation state;

                  said program of said information portable unit sending reservation requesting information to the advertisement panel device,

10                  said program of the advertisement panel device sending the reservation requesting information to the advertisement panel control terminal upon receipt of the reservation requesting information;

15                  said program of the advertisement panel control terminal sending the reservation requesting information

sent from the advertisement panel device to the shop terminal corresponding to the advertisement panel device; and

20                   said program of the shop terminal controlling the reservation information indicating the reservation state and updating the reservation information based on the received reservation requesting information.